## ORDER

		: 37532794		
rders	Order / Rev:	104412	<del>_</del>	
	Alt Order #:	06832077	•	
	Product Desc:	HELLER FOR SENATE		
	Estimate:		_	KSNV
	Flight Dates:	09/05/12 - 09/11/12	Primary AE:	Amy McCreary
	Original Date / Rev:	07/18/12 / 08/21/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
gency	.Name:	Strategic Media Services, Inc.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3299 K St. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
dvertiser	Name:	Heller, Dean for U.S. Senate	bvised	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:15:00

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/11/12	81	\$43,625.00	\$37,081.25	September 2012	81	\$43,625.00	\$37,081.25	0.00
					Totals	81	\$43,625,00	\$37.081.25	0.00

Advertiser External ID:

Agency External ID:

## **Account Executives**

Priority:

Revenue Codes: \*

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%
Order Share	Share	Total	]	
KSNV	29%	\$43,625.00	•	
Market	100%	\$150,431.03		
Competitive Share	Share	Total	1	
CARLE		ΦΩ ΩΩ	<b>J</b>	

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$39,112.07
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$27,077.59
KTUD	1%	\$1,504.31
KVVU	24%	\$36,103.45
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,008.62

Ln Ch Star	t End	Inventory Code	Break	Start/End Tir	me Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV 09/05	/12 09/07/12	M-F 5-6a WakeUp v M-F 5-6a WakeUp		5-6a	~-WTF	:30	3	\$185.002	0.00 NM	3	\$555.00
NEWS		· · · · · · · · · · · · · · · · · · ·	<b>3</b> .,								
Start Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						
Week: 09/03/12	09/09/12	WTF	3	\$185.00	0.00						

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KSNV

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Order / Rev:

104412

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates:

06832077

09/05/12 - 09/11/12

077 Product Desc:

HELLER FOR SENATE

Estimate:

_Ln_Cl			Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KS	SNV 09/05/	12 09/07/12	M-F 5-6a WakeUp		5-6a	WTF	:30	3	\$185.002	0.00 NM	3	\$555.00
NE	ws		M-F 5-6a WakeU	p w/Wagners								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	c; 09/03/12	09/09/12	WTF	3	\$185.00	0.00				****		
E 2 KS	SNV 09/10/	12 09/11/12	M-F 5-6a WakeUp	-	5-6a	MT	:30	2	\$185.002	0.00 NM	2	\$370.00
NE'	ws		M-F 5-6a WakeU	p w/vvagners								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	c: 09/10/12	09/16/12	MT	2	\$185.00	0.00	***					
E 3 KS	5NV 09/10/	/12 09/11/12	M-F 6-7a WakeUp M-F 6-7a WakeUp	-	6-7a	MT	:30	2	\$450.002	0.00 NM	2	\$900.00
NE	ws		WI-I O-7 a VValCOO	p w/vagiicis								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
	c: 09/10/12	09/16/12	MT	2	\$450.00	0.00			<b>*</b> 450.000	0.00.111.5		
E 4 KS	SINA ARIADI	12 09/07/12	M-F 6-7a WakeUp M-F 6-7a WakeU	-	6-7a	WTF	:30	3	\$450.002	0.00 NM	3	\$1,350.00
NE	:WS			,g.,								
101	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	c: 09/03/12	09/09/12 /12 09/07/12	WTF Today Show	CM	\$450.00 658a-9am	0.00 WTF	:30		PEED 000	0.00 NIM		#4 CEO OO
E 5 Kc	314A 09/09/	12 09/01/12	Today Show	CIVI	000a-9aiii		.30	3	\$550.002	0.00 NM	3	\$1,650.00
то	DAY											
\AI==I	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
***************************************	k: 09/03/12 SNIV 09/10	09/09/12 /12 09/11/12	WTF Today Show	CM	\$550.00 658a-9am	0.00 MT	:30	2	\$550.002	0.00 NM	2	\$1,100.00
L. O IXC	JINV 03/10/	12 03/11/12	Today Show	CIVI	030a-3am	W	.30	2	φ000.00Z	U.UU INIVI	2	\$1,100.00
то	DAY											
Mook	Start Date k; 09/10/12	End Date 09/16/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$550.00	Rating 0.00						
			M-F Today Show		9-10a	-T	:30	1	\$200.002	0.00 NM	1	\$200.00
			M-F Today Show			•		,	<b>4200.002</b>	0.00 11111	·	Ψ200.00
, TO	DAY II	End Data	Manhaha	04-54/1-	Data	D. 0.						
Week	<u>Start Date</u> k; 09/10/12	End Date 09/16/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
***************************************			M-F Today Show	II 3rd HGM	9-10a	W-F	:30	2	\$200.002	0.00 NM	2	\$400.00
			M-F Today Show	H					·			,
то	DAY II	End Date	Weekdays	Cnoto/Mosk	Data	Detina						
Weel	<u>Start Date</u> k: 09/03/12	09/09/12	W-F	Spots/Week 2	<u>Rate</u> \$200.00	Rating 0.00					1	
E 9 K	SNV 09/05	/12 09/07/12	M-F Today Show		10am-11am	WTF	:30	3	\$200.002	0.00 NM	3	\$600.00
			Today 4th Hour									·
10	DAY III Start Date	End Date	Weekdays	Spots/Week	Pato	Doting						
Weel	k: 09/03/12	09/09/12	WTF	3		Rating 0.00						
E10 K	SNV 09/10	/12 09/11/12	M-F Today Show	III 4th 13M	10am-11am	MT	:30	2	\$200.002	0.00 NM	2	\$400.00
TO	ND AV III		Today 4th Hour									
10	DAY III Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Weel	k: 09/10/12	09/16/12	MT	2		0.00						
E11 K	SNV 09/10	/12 09/11/12	Noon News	СМ	12-1230pm	MT	:30	2	\$275.002	0.00 NM	2	\$550.00
NIE	EWS		Noon News									
INC	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Weel	k: 09/10/12	09/16/12	MT	2		0.00						•
E 12 K	SNV 09/05	/12 09/07/12	Noon News	СМ	12-1230pm	WTF	:30	3	\$275.002	0.00 NM	3	\$825.00
NE	EWS		Noon News									
1 11	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	k; 09/03/12	09/09/12	WTF	3	\$275.00	0.00						
E13 K	SNV 09/05	5/12 09/07/12	×	СМ	3-4p	WTF	:30	. 3	\$300.002	0.00 NN	3	\$900.00

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KSNV

Order / Rev:

104412

Advertiser:

Heller, Dean for U.S. Senate

· Alt Order #:

06832077

Product Desc:

HELLER FOR SENATE

Flight Dates:

09/05/12 - 09/11/12

Estimate:

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Dr. Phil Dr Phil PHIL Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating Week: 09/03/12 09/09/12 --WTF--\$300.00 0.00 E 14 KSNV 09/10/12 09/11/12 Dr. Phil CM 3-4p :30 \$300.002 MT----0.00 NM 2 \$600.00 Dr Phil PHIL Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 09/10/12 09/16/12 MT----\$300.00 0.00 E 15 KSNV 09/10/12 09/11/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MT----:30 \$350.002 2 0.00 NM 2 \$700.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 09/10/12 09/16/12 MT----\$350.00 0.00 E 16 KSNV 09/05/12 09/07/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm :30 \$350.002 0.00 NM --WTE--\$1,050.00 3 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 09/03/12 09/09/12 -WTF--\$350.00 0.00 E 17 KSNV 09/05/12 09/07/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm ---TF---:30 \$450.002 0.00 NM 2 \$900.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS End Date** Start Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ---TF--\$450.00 0.00E 18 KSNV 09/10/12 09/11/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MT----:30 2 \$450.002 0.00 NM 2 \$900.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 MT----\$450.00 0.00 E 19 KSNV 09/10/12 09/11/12 M-F Early News CM 5-630p MT----:30 \$725.002 0.00 NM \$2,900.00 M-F Early News **NEWS** Weekdays Start Date **End Date** Spots/Week Rate Rating 09/16/12 Week: 09/10/12 MT----\$725.00 0.00E 20 KSNV 09/05/12 09/07/12 M-F Early News 5-630p CM ---TF--:30 \$725.002 0.00 NM \$2,900.00 M-F Early News NEWS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ---TF--\$725.00 0.00 E 21 KSNV 09/10/12 09/11/12 M-F Jeopardy CM 630-7pm 0.00 NM MT----:30 \$725.002 2 \$1,450.00 M-F Jeopardy Start Date Spots/Week End Date **Weekdays** Rate Rating Week: 09/10/12 09/16/12 \$725.00 0.00 E 22 KSNV 09/05/12 09/07/12 M-F Jeopardy CM 630-7pm ---TF--:30 \$725.002 0.00 NM 2 \$1,450.00 M-F Jeopardy **JEP** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 --TF--\$725.00 0.00 E 23 KSNV 09/05/12 09/07/12 M-F Wheel CM 7-730pm ---TF---:30 \$725,002 0.00 NM \$1,450.00 M-F Wheel of Fortune WHEEL End Date Spots/Week Start Date Weekdays Rate Rating Week: 09/03/12 09/09/12 -TF--\$725.00 0.00 E 24 KSNV 09/10/12 09/11/12 M-F Wheel CM 7-730pm MT----:30 \$725.002 0.00 NM 2 \$1,450.00 M-F Wheel of Fortune WHEEL Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 09/10/12 09/16/12 MT-----\$725,00 0.00 E 25 KSNV 09/10/12 09/11/12 CM 730-758pm MT----:30 2 \$400,002 0.00 NM 2 \$800.00

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**KSNV** 

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Order / Rev:

104412

Advertiser:

Heiler, Dean for U.S. Senate

Alt Order #:

06832077

Product Desc:

HELLER FOR SENATE

Flight Dates:

09/05/12 - 09/11/12

Estimate:

Ln Ch Break Start/End Time Len Spots Start End Inventory Code Days Rate Pri Rtg Type Spots Amount Face to Face w/ Raiston Face to Face w/ J.Ralston FACE Start Date **End Date** Weekdays Spots/Week Rate Rating MT----Week: 09/10/12 09/16/12 \$400.00 0.00 E 26 KSNV 09/05/12 09/07/12 Face to Face w/ RaistonCM 730-758pm ---TF--:30 \$400.002 0.00 NM 2 \$800.00 Face to Face w/ J.Ralston FACE Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 09/03/12 09/09/12 ---TF---\$400.00 0.00 E 27 KSNV 09/06/12 09/06/12 M-F News 3 at Eleven CM 11pm-1135pm :30 \$750,002 0.00 NM 1 \$750.00 M-F News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ---T---\$750.00 0.00 E 28 KSNV 09/10/12 09/10/12 M-F News 3 at Eleven CM 11pm-1135pm M----:30 \$750,002 0.00 NM \$750.00 M-F News 3 at Eleven **NEWS** Weekdays Start Date End Date Spots/Week Rate Rating Week: 09/10/12 09/16/12 M----0.00 \$750.00 E 29 KSNV 09/08/12 09/09/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----SS :30 2 \$750.002 0.00 NM 2 \$1,500.00 Sa-Su News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/03/12 09/09/12 ----SS \$750.00 0.00 E30 KSNV 09/08/12 09/08/12 News 3 Sunrise - SATURIM 6a-7a ----S-:30 \$200.002 0.00 NM \$200.00 News 3 Sunrise SATURDAY **NEWS** Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 09/03/12 09/09/12 ----S-\$200.00 0.00 E31 KSNV 09/08/12 09/08/12 Sa-Su Early News CM 5pm-630pm ----5--.30 \$350.002 0.00 NM 2 \$700.00 Sa-Su Early News **NEWS** Spots/Week End Date Rating Start Date <u>Weekdays</u> Rate ----S-Week: 09/03/12 09/09/12 \$350.00 0.00 ----s E32 KSNV 09/09/12 09/09/12 Sunday Today CM 7a-8am :30 \$625,001 0.00 NM \$625.00 Sunday Today SUN TODAY Start Date **End Date** Weekdays Spots/Week Rating Rate \_\_\_\_S 09/09/12 Week: 09/03/12 \$625.00 0.00 E 33 KSNV 09/09/12 09/09/12 NFL Football CM 1P-9PM ----5 .30 1 \$8,000.002 0.00 NM \$8,000.00 NFL Football SNFL Start Date **End Date** Weekdays Spots/Week Rate Rating 09/09/12 Week: 09/03/12 ----S \$8,000.00 0.00 E34 KSNV 09/09/12 09/09/12 Sports Night in Las VegaGM Sun 1135p-1200a -----S .30 \$200,002 0.00 NM 1 \$200,00 Sports Night in Las Vegas SPORTS NIGHT Rating End Date Start Date Weekdays Spots/Week Rate Week: 09/03/12 09/09/12 \$200.00 0.00 N35 KSNV 09/07/12 09/07/12 M-F News 3 at Eleven 11pm-1135pm :30 \$750.002 0.00 NM \$750.00 1 M-F News 3 at Eleven Start Date **End Date** Weekdays Spots/Week Rating <u>Rate</u> Week: 09/03/12 09/09/12 ---F--\$750.00 0.00 09/05/12 09/05/12 N 36 KSNV M-F News 3 at Eleven 11pm-1135pm :30 \$750.002 0.00 NM \$750.00 1 M-F News 3 at Eleven **End Date** Spots/Week Start Date **Weekdays** Rate Rating Week: 09/03/12 09/09/12 --W----\$750.00 0.00N37 KSNV 09/09/12 09/09/12 News 3 Live in Prime 7-10pm CM ----S :30 \$900.002 0.00 NM 1 \$900.00 News 3 in Prime (8:30 PM-9:30 PM) Start Date End Date Weekdays Spots/Week Rate Rating

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 Order / Rev:
 104412
 Advertiser:
 Heller, Dean for U.S. Senate

 Alt Order #:
 06832077
 Product Desc:
 HELLER FOR SENATE
 KSNV

 Flight Dates:
 09/05/12 - 09/11/12
 Estimate:

Ln Ch Start	End	Inventory Code I	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type \$	Spots	Amount .
N 37 KSNV 09/09/	12 09/09/12	News 3 Live in Prime ( News 3 in Prime	CM	7-10pm (8:30 PM-9:3	S 0 PM)	:30	1	\$900.002	0.00 NM	1	\$900.00
Start Date Week: 09/03/12	End Date 09/09/12	Weekdays Spots/	Week 1	<u>Rate</u> \$900.00	Rating 0.00						
N38 KSNV 09/05/	12 09/07/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	WTF	:30	3	\$200,002	0.00 NM	3	\$600.00
<u>Start Date</u> Week: 09/03/12	End Date 09/09/12	Weekdays Spots/	Week 3	<u>Rate</u> \$200.00	Rating 0.00						
N39 KSNV 09/10/	12 09/10/12	The Agenda 1230pm The Agenda 1230pm	СМ	1230-1p	M	:30	2	\$200.002	0.00 NM	2	\$400.00
Start Date Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u> <u>Spots/</u> M	Week 2	<u>Rate</u> \$200.00	Rating 0.00						
N40 KSNV 09/08/	12 09/08/12	Weekend Jeopardy/Wha WKND Jeop/Wheel	M	630-730pm	S-	:30	1	\$350.002	0.00 NM	1	\$350.00
<u>Start Date</u> Week: 09/03/12	End Date 09/09/12	Weekdays Spots/	Week 1	<u>Rate</u> \$350.00	Rating 0.00			***			
									Totals	81	\$43,625.00